

4.1 The Event

Standard Four

Students will assess the importance of event marketing and entertainment in sports.

Event Marketing Defined

Applying marketing principles to the marketing and promotion of an event.

May or may not be team oriented

Superbowl, NBA Finals, Stanley Cup Playoffs

May or may not be "mainstream" sports oriented

X-Games, World Chess Championships

Movie Premier, Back to School Night

Event Marketing & Entertainment

Sports Properties

Types of Properties

VENUE – Stadium, Arena, Track,

LEAGUE

TEAM or CONFERENCE

ATHLETE, SPECIAL EVENT

Uses of Marketing

EVENT MARKETING

Marketing of the Event

Entertainment Offerings

Dates, Times, Location

Special Offering:

Back Stage...

Advertising & Promotions

Event Evaluations

Other

Event Components

Concessions

Merchandising Opportunities

For Event

For Sponsors

Seating

Personal Seat Licenses

Luxury Boxes

Season Ticketing

Staffing & Training

Other

Branding

Events are often branded to aide in marketing efforts.

Branding:

a company's or event's efforts to develop a personality and make its products or services different from the competition.

Branding

Event Branding Opportunities

Naming, Event Offerings

Promotions and Co-Promotions

Sponsorship Opportunities

Merchandising Opportunities

Merchandising Opportunities

Licensed Products

Licensing:

authorized use of a brand, brand name, brand mark, trademark, or tradename with a good or service.

Contractual Agreement

Company A uses Company B's logo

Company A pays a ROYALTY or Fee

Booming area of sports with players, teams, event names, and logos appearing on a huge selection of products.

LICENSOR → → → →

Company with an "official" logo in demand

EXAMPLE: Olympics

BENEFITS:

Expand into new markets

Generate more awareness for company/team

DISADVANTAGES:

Lose some control* over product mix

→ → → → LICENSEE

The company reproducing an official logo

EXAMPLE: WILSON ATHLETICS

NCAA WEBSITE: Official Licensees

BENEFITS

Positive association of products with event

Create brand awareness

Increase distribution possibilities

Charge higher prices

DISADVANTAGES

Possible negative publicity with events / athletes

Expensive

Event Seating

Personal Seat Licenses (PSL)

Licenses purchased by ticket holder which entitles that person to buy that seat's tickets

Payments vary by team/sport/venue

Holds seats for that person

Season Ticketing

Tickets bought for a block of games for a season

Typically better quality seats in venue

Luxury Boxes

Boxes typically purchases/leased by corporations

Used for entertainment and business

meetings/games

SPORTSCAPE

Why is attending a game better than watching on TV? THE EXPERIENCE!

The use of the venue to make attendance to a game "more than just a game"

Atmosphere, Color, Music, Motion

Sights & Smells, Tradition, Architecture

All of these factors and many more shape the

Fan's perception of the event and his or her role in that event

Elements of Sportscape

Aesthetics

Music

Colors

Smells

Lighting

Motion

Parking

Seat Comfort

Seat Access

Sponsor Marketing

In-Game Entertainment

Signage

Replay Screens

Luxury Boxes

Provides opportunities for the venue to:

Increase Sales

High Dollar – Multi-Year Contracts

Increase Attendance

Boxes Offer additional seating

Increase Entertainment Experience

Offer more amenities for spectators

Box sales can include other opportunities

Food, Meet & Greet, Pre/Post Game

Offerings...

Event Evaluations

Evaluations are on-going during an event

Used to improve and manage offerings

Typically conducted by management & staff

SWOT Evaluations

S = Strength

Things that went well, positive results

W = Weakness

Things that went poorly, room for improvement

O = Opportunities

Things/areas that can be improved, capitalized

T = Threat

Things which could become a problem, area of concern

Component Evaluations

Sales Evaluations

Ticketing, Season Ticketing, Packages

Fan Enjoyment Evaluations

Fan Reactions, Consumer Evaluations

Return On Investment

Repeat Purchases – Individuals & Corporate

Sponsorship Evaluations

Venue Evaluations

Capacity, Perceived Crowding, Entry, Exit

Standard Four Projects

ID ancillary event opportunities for an event

Design Licensed Merchandise for team

ID Sportscape elements for venue/event

Complete a SWOT Evaluation